



GOVERNOR'S ADVISORY COUNCIL ON AGING

Marketing Ad Hoc Committee Meeting Minutes

Monday, February 8, 2016
12:00 p.m. to 1:00 p.m.
Arizona State Capitol Complex
Governor's Office on Aging
Suite 240
1700 W. Washington Street
Phoenix, Arizona 85007

Committee Members and Governor's Advisory Council on Aging (GACA) Members

Trudy Schuett, Marketing Ad Hoc Chair (telephonically), Patsy Gillis (telephonically), Deborah Hankerd (telephonically), and C.T. Wright (telephonically)

Council Staff Present

Cathy De Lisa

Guest Present and Signing In

None

Call to order, welcome, review & approval of January 8, 2016 Draft Minutes

Marketing Ad Hoc Chair Trudy Schuett called the meeting to order at 12:00 p.m. Following a request by the Chair for a review of the January 8, 2016 draft minutes, *Deborah Hankerd made a motion to approve the minutes of January 8, 2016; C.T. Wright seconded the motion. The motion passed unanimously.*

Review & discussion – outcomes from January 19th event

Trudy Schuett, Marketing Ad Hoc Chair, provided an overview of the 21st Annual Indian Nations and Tribes Legislative Day and stated it was well-attended. At the invitation of the Chair, Executive Director, Cathy De Lisa shared numbers of materials distributed, the popularity of the giveaway item and kinship care materials then highlighted attendees such as legislators and local, regional officials. Ms. De Lisa thanked Ms. Schuett for driving from Yuma to assist with the GACA booth.

Feedback & discussion on prior assignment

The group discussed: “Who are our customers and what do they want us to do better, quicker and more efficiently?” Named as customers were older Arizonans, the Governor, Legislators, and State Departments as outlined in the statute and the Council liaisons and stakeholders. Finding ways to widely educate others on the purpose and the work of the Council and effectively share concerns of older constituents were mentioned as ideas on what the group needed to do better and more efficiently.

Consensus on next steps

Drafting ideas for a brochure was seen as the necessary next step by Committee members. In addition, the Marketing Ad Hoc Chair suggested building a media contact list, considering ways to utilize Podcasts in the future and promoting the *Legislative Update* email newsletter as a marketing tool.

Assignments ahead of next meeting

1. Marketing Ad Hoc Chair Trudy Schuett agreed to start drafting a brochure using parts of the information compiled for the booth materials at the January 19th event; Patsy Gillis stated an intent to provide ideas for the brochure as well; the Marketing Ad Hoc will review, discuss and edit the draft ideas at the next meeting;
2. Ms. De Lisa will work to schedule the next Marketing Ad Hoc Committee meeting on March 11, 2016 immediately following the GACA meeting or 3:10 p.m. In addition, staff will compile the media contacts as provided by GACA members.

Adjourn

The meeting was adjourned by the Chair at 12:29 p.m.

Next Meeting

The date and location of any future meeting will be determined and announced by Public Meeting Notice posted at the Governor’s Advisory Council on Aging website:

<http://www.azgovernor.gov/gaca/>. These meetings are open to the public.